

## What is Claimed Is:

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1. System for selling goods, comprising an electronic device configured to enable a customer to access a group of items pre-selected for the customer based on an evaluation made when the goods are tried on by a human model having similar individual characteristics as the customer.
2. The system of claim 1, wherein the evaluation is performed by the human model trying on the goods to evaluate whether the goods fit the model.
3. The system of claim 1, wherein the evaluation is performed by an expert evaluating whether the goods are suitable for a human model trying on the goods.
- 5 4. The system of claim 1, wherein the customer is enabled to choose the items pre-selected based on evaluations made by experts having a desirable fashion orientation.
5. The system of claim 1, wherein the electronic device is further configured to enable the customer to watch images depicting a human model wearing the pre-selected items and having similar individual characteristics as the customer.
6. The system of claim 5, wherein the electronic device is configured to display video images showing the human models in motion.
7. The system of claim 1, wherein the customer is enabled to access
- 5 data on additional items associated with each of the pre-selected items.
8. The system of claim 7, wherein the additional items are pre-selected when the goods are tried on by the human model.

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9. The system of claim 1, wherein the goods include clothes items.
10. The system of claim 1, wherein the customer is enabled to order a desired item and to pick-up the ordered item at a designated retail facility.
11. The system of claim 10, further comprising an assignment mechanism for automatically assigning a fitting room at the retail facility for the customer that wants to pick up the ordered item, when the customer is identified.
12. The system of claim 10, further comprising a plurality of retail facilities supplied by a storage facility for selling food products, and a special-purpose warehouse for storing the goods evaluated when the goods are tried on by the human model.
13. The system of claim 12, wherein the ordered goods are transferred from the special-purpose warehouse to the designated retail facility of the plurality of retail facility for selling food products.
14. A method of selling goods, comprising the steps of:  
 selecting human models representing categories of a pre-set classification of goods,  
 trying on the goods by the human models of the respective categories,  
 5 evaluating the goods when the goods are tried on to determine evaluation marks,  
 obtaining individual characteristics of a customer to determine to which category in the pre-set classification the customer belongs, and  
 enabling the customer to access a group of items pre-selected based on the  
 10 evaluation marks for the goods in the category to which the customer belongs.

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15. The method of claim 14, wherein the customer is enabled to watch video images depicting in motion the human models wearing the pre-selected items.

16. The method of claim 14, wherein the evaluation marks are given by the human models wearing the goods.

17. The method of claim 14, wherein the goods include clothes items.

18. The method of claim 14, wherein the evaluation marks are given by experts based on a judgement as to whether the goods are suitable for the models wearing those goods.

5 19. The method of claim 14, wherein the customer is enabled to select the goods based on evaluations of experts having a predetermined fashion orientation.

20. The method of claim 14, wherein the pre-set classification takes into account body types of customers.

21. The method of claim 20, wherein the pre-set classification further takes into account color of customer's hair.

22. The method of claim 20, wherein the pre-set classification further takes into account color of customer's eyes.

23. The method of claim 20, wherein the pre-set classification further takes into account tone of customer's skin.

24. The method of claim 14, wherein the customer is enabled to access  
5 data on additional items associated with each of the pre-selected items.

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10            26.            The method of claim 25, wherein the additional items are pre-  
selected by fashion experts.

the ordering mechanism including an electronic device configured for displaying video images of human models wearing the clothes items.

29. The retail system of claim 28, wherein the ordered clothes items are delivered from the clothes warehouse to the storage facility that serves the designated retail facility.

30. The retail system of claim 29, wherein the ordered clothes items are delivered from the storage facility to the designated retail facility, together with the food products to be delivered to the designated retail facility.